



Meeting Date: January 21, 2016

Agenda Item: 11-B

Report to Town Council

Topic: Resolution 2016-02, adopting a Social Media Policy for the Town.

Recommended Motion: Approval of Resolution 2016-02.

Summary: Please see attached resolution.

Requested by: Ms. Zengotita, Parks & Recreation / Museum Educator

Approved by: Ms. Witt, Town Manager



MEMORANDUM

TOWN OF PONCE INLET, TOWN MANAGER

The Town of Ponce Inlet staff shall be professional, caring and fair in delivering community excellence while ensuring Ponce Inlet citizens obtain the greatest value for their tax dollar.

To: Jeaneen Witt, Town Manager
From: Amy Zengotita, Parks/Rec & Museum Educator
Date: January 13, 2016
Subject: Social Media Policy

MEETING DATE: January 21, 2016

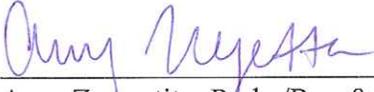
An increasing number of Americans use social media channels, such as Facebook, Twitter, and Instagram, as a source for obtaining information. According to the Pew Research Center, as of October 2015, almost two-thirds (65%) of American adults use social media channels. It is up 7% from 2005 when Pew Research Center began collecting data on social media usage. According to Pew, "Usage among those 65 and older has more than tripled since 2010 when 11% used social media. Today, 35% of all those 65 and older report using social media, compared with just 2% in 2005". Young adults between the ages of 18 and 29 make up the largest percentage of social media users at nearly 90%.¹

Social media is a prevalent part of communications in society as shown by the statistical data and is a tool that could be utilized to communicate with residents, property owners, and visitors for a variety of purposes, including civic engagement, economic development, and emergency notifications. The use of social media by the Town will further its goal to continue to improve outreach and communication. Town staff recognizes the public's need or desire to receive information in a timely manner, and the potential utility of social media is to increase citizen involvement and enhance customer service.

The attached Social Media Policy provides guidelines and procedures for the use of social media in order to protect the Town and ensure that the Town's social media sites are properly maintained. The policy states that the Parks/Rec & Museum Educator will serve as the Social Media Content Manager by providing internal posts on and otherwise manage all social media channels. It also addresses the Sunshine Law, stating that members of the Town Council, Boards and/or Committees shall not comment on or share any published postings, or use the Town owned site to respond to, blog or engage in series meetings, or otherwise discuss, deliberate, to express opinions on any issue within the subject matter jurisdiction of the body. All Town Social Media Channels will be archived by ArchiveSocial to ensure proper documentation of all postings in the case of a public records request.

¹ Andre Perrin, "Social Media Usage: 2005-2015," <http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/>, (October 8, 2015).

Resolution 2016-02 is attached for your review and consideration.



Amy Zengotita, Parks/Rec & Museum Educator

January 13, 2016

Date

1 RESOLUTION 2016-02

2 A RESOLUTION OF THE TOWN COUNCIL OF THE
3 TOWN OF PONCE INLET, VOLUSIA COUNTY, FLORIDA
4 AMENDING THE TOWN’S PERSONNEL RULES AND
5 REGULATIONS TO INCORPORATE THE ADOPTION OF
6 A SOCIAL MEDIA POLICY; PROVIDING FOR
7 SEVERABILITY; PROVIDING FOR CONFLICTING
8 RESOLUTIONS; AND PROVIDING FOR AN EFFECTIVE
9 DATE.

10 WHEREAS, an increasing number of Americans use social media sites as a source for
11 obtaining information; and

12 WHEREAS, social media is a prevalent part of communications in society today and is a
13 tool that could be utilized to communicate with residents, property owners, and visitors for a
14 variety of purposes, including civic engagement, economic development, and emergency
15 notifications; and

16 WHEREAS, the use of social media by the Town will further its goal to continue to
17 improve outreach and communication; and

18 WHEREAS, the attached Social Media Policy provides guidelines for the use of social
19 media in order to protect the Town and ensure that the Town’s sites are properly maintained.

20 NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE
21 TOWN OF PONCE INLET, FLORIDA:

22 **Section 1.** Amending the Town’s Personnel Rules and Regulations Regarding Adopting
23 a Social Media Policy.

24 The Town of Ponce Inlet Personnel Rules and Regulations are hereby amended to include
25 a Social Media Policy, which is attached to this resolution.

26 **Section 2.** Conflicting Resolutions.

27 If any section, sentence, clause or phrase of this Resolution is held to be invalid or
28 unconstitutional by any court of competent jurisdiction, that holding shall in no way affect the
29 validity of the remaining portions of this Resolution.

30
31 **Section 3.** Severability.

32
33 All resolutions or parts of resolutions in conflict herewith are hereby repealed to the
34 extent of such conflict.
35

36 **Section 4. Effective Date.**

37 This resolution shall be effective immediately upon adoption.

38 It was moved by _____ and seconded by
39 _____ that said Resolution be adopted. A roll call vote of the Town Council on
40 said motion resulted as follows:

41 Mayor Smith, Seat #1 _____

42 Councilmember Milano, Seat #2 _____

43 Vice-Mayor Hoss, Seat #3 _____

44 Councilmember Perrone, Seat #4 _____

45 Councilmember Paritsky, Seat #5 _____

46 Passed this 21st day of January, 2016.

47
48 Town of Ponce Inlet, Florida

49
50
51 _____
52 Gary L. Smith, Mayor

53
54
55 ATTEST:

56
57
58 _____
59 Jeaneen Witt, CMC
60 Town Manager/Town Clerk

Town of Ponce Inlet Social Media Policy

1.0 Governance Policy

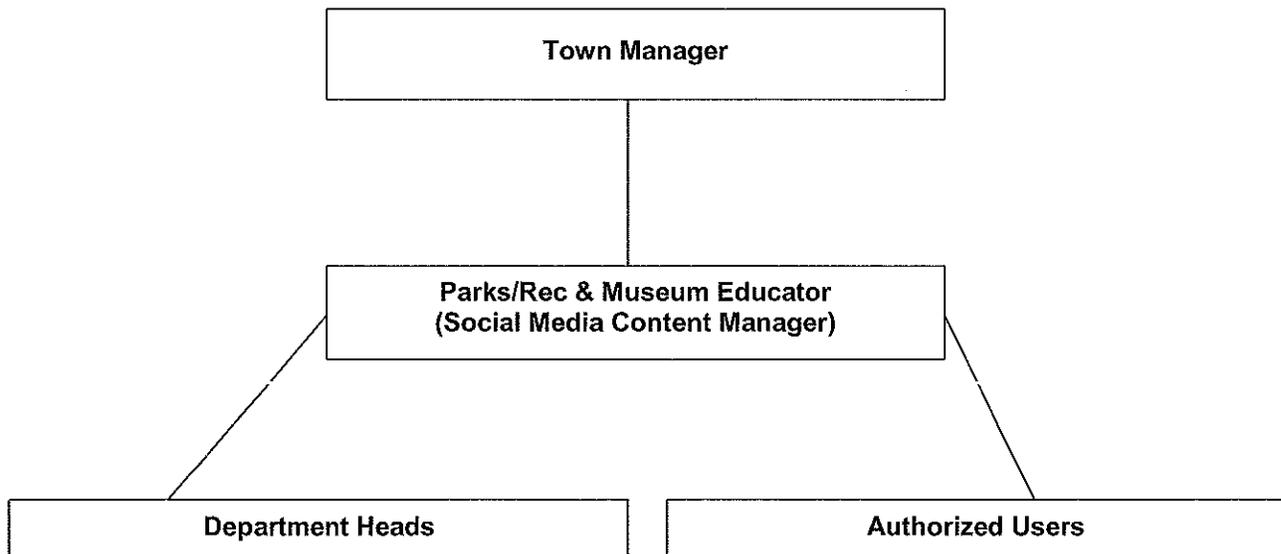
1.1 Policy

This Social Media Policy establishes procedures and guidelines for the establishment and use by the Town of Ponce Inlet (Town) of Social Media Channels as a means of conveying information to members of the public. The intended purpose of Town Social Media Channels is to disseminate information from the Town about the Town's mission, meetings, activities, and current issues to members of the public. The Town has an overriding interest and expectation in protecting the integrity of the information posted on its Social Media Channels and the content that is attributed to the Town and its officials. The Town recognizes the public's need or desire to receive information in a timely manner, and the potential utility of social media to increase citizen involvement and enhance customer service.

This Policy does not address or prohibit a Town officer or employee from engaging in social networking or maintaining a personal blog on a personal basis, provided that the employee is not disseminating Town related information (including work related photos, videos, etc), using Town-owned equipment or other Town resources to do so.

1.2 Management and Organization

The Social Media function reports to the Town Manager



1.3 Definitions

For purposes of this Policy:

Town Manager include their respective designees.

Department Heads include Planning and Development Director, Fire Chief, and Police Chief.

Social media content or content means and includes any materials, documents, photographs, graphics, or other information that is created, posted, distributed, or transmitted on a Social Media Channel.

Content Manager means a person authorized by the Town Manager to provide Internal Posts on and otherwise manage all Social Media Channels.

Posts or Postings mean information, articles, pictures, videos of any other form of communication posted on a Town Social Media Channel.

External post means comments or other content posted to a Social Media Channel by a person other than a Content Manager or Authorized User, on a Social Media Channel that provides for such Posts. The term includes avatars, email addresses, links, and usernames where included in the post.

Social Media Account means the legal arrangement with a social media provider to authorize use of a social media tool. For example, a Facebook account authorizes use of Facebook.

Social Media Tool means an online utility that provides for mass communication, such as message boards, web sites, and blogs. Specific examples include Facebook, Twitter, LinkedIn, YouTube, Pinterest, and Instagram. Social media tools may provide for one-way or two-way communication.

Social Media Channel means a specific social media platform available through a Social Media Account. For example, each Facebook Page opened through the establishment of a Facebook account is a Social Media Channel.

1.4 Responsibilities

IT Manager- Assist in the initial setup of the Social Media Channel, where necessary. Provide technical assistance in setting up and maintaining Social Media Accounts and Social Media Channels. Provide technical assistance to the Content Manager to ensure deleted content is maintained in accordance with Public Records Law requirements. Ensure that the required notices and disclaimers are also accessible on the Town's Website.

Content Manager- Assist in the initial setup of the Social Media Channel upon approval by the Town Manager. Maintain all Social Media Channels, including the look and feel. Serve as the internal point of contact to receive and review any proposed Internal Posts. Post, edit, and update content on behalf of the Town.

Department Heads– Approve posts suggested by their department employees, which will be submitted to the Content Manager for posting. Divisions that report directly to the Town Manager must submit their request to him/her for approval.

Authorized Users– Help Content Manager to maintain the Social Media Channel. Serve as the internal point of contact when Content Manager is not available. Assist with posting, editing, and updating content after approval by the Content Manager.

Employee - Work with the Content Manager to create relevant posts applicable to their department, which will be submitted for appropriate approval.

1.5 GENERAL STANDARDS

- A. The Town's Website, <http://www.ponce-inlet.org/>, will remain the Town's primary means of internet communication.
- B. The establishment of Town Social Media Channels is subject to approval by the Town Manager or his/her designee. Upon approval, Town Social Media Channels shall bear the name and/or official logo of the Town.
- C. All content on Town Social Media Channels shall be reviewed, approved, and administered by the Content Manager or designee.
- D. Town Social Media Channels shall be clearly state that such channels are maintained by the Town and that the channels comply with the Town's Social Media Policy.
- E. Town Social Media Channels shall link back to the Town's official website for forms, documents, online services, and other information necessary to conduct business with the Town.
- F. The Content Manager shall monitor content on Town Social Media Channels to ensure adherence to both the Town's Social Media Policy and the interest and goals of the Town.
- G. Town Social Media Channels shall be managed consistent with the Sunshine Law. Members of the Town Council, Boards and/or Committees shall not comment on or share any published postings, or use the Town owned site to respond to, blog or engage in series meetings, or otherwise discuss, deliberate, to express opinions on any issue within the subject matter jurisdiction of the body.
- H. The Town reserves the right to terminate any Town Social Media Channel at any time without notice.
- I. Town Social Media Channels shall comply with usage rules and regulations required by the site provider, including privacy policies.
- J. The Town's Social Media Policy shall be displayed to users or made available by hyperlink.
- K. All Town Social Media Channels shall adhere to applicable federal, state or local laws, regulations and policies.
- L. Town Social Media Channels are subject to the Florida Public Records Act. Any content maintained on a Social Media Channel that is related to Town business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure and shall be maintained.

- M. Town Social Media Channels may contain content, including but not limited to, advertisements or hyperlinks over which the Town had no control. The Town does not endorse any hyperlink or advertisement on Social Media Channels by the Social Media Channel's owner, vendors, or partners.
- N. Use of a Social Media Channel for exchange of information will be limited. Social Media Accounts and Social Media Channels will be set to block comments and External posts if allowed by the social media provider.
- O. The number of Social Media Accounts and Social Media Channels will be limited.
- P. The Town reserves the right to change, modify, or amend all or part of this policy at any time.

1.6 Content Guidelines

- A. The content of Town Social Media Channels shall only pertain to Town sponsored or co-sponsored, endorsed programs, services, and events. Content includes, but is not limited to, information, photographs, videos, and hyperlinks.
- B. References to information posted on the Town Social Media Channels should include hyperlinks back to the Website when applicable.
- C. Posted content should be clear and accurate. Before posting, Content Managers must check facts, cite sources, and check spelling and grammar. Abbreviations, acronyms, slang, and jargon should be avoided.
- D. Time sensitive information should be posted as soon as possible.
- E. The Content Manager must actively monitor the Social Media Channel. If mistakes are made in content posted by the Content Manager, the Content Manager must promptly acknowledge and make corrections.
- F. Every Social Media Channel will include the following content:
 - 1. An introductory paragraph stating that the Channel is owned or operated by the Town of Ponce Inlet, specifying the Channel's purpose and topical scope, and providing the Content Manager's contact information. This Contact Information must include the Content Manager's official Town title, work address, email address and phone number.
- G. The Town shall have full permission or rights to any content posted by the Town, including photographs and videos.
- H. Any employee authorized to post items on any of the Social Media Channels shall review, be familiar with, and comply with the Social Media Channel's use policies and terms and conditions.

- I. The Content Manager and Authorized Users must at all times conduct themselves appropriately, as representatives of the Town. Content will be limited to providing objective information consistent with the expressed goals for operating the Social Media Channel. No personal, political, or religious comments or beliefs will be posted. No Town official or Town employee personal email addresses or phone numbers should be posted.

- J. The following content is not permissible to post:
 - 1. Private, sensitive, or confidential information of any kind. This includes, for example, proprietary information and other non-public information that would compromise ongoing negotiations.
 - 2. Personal information, except for the names of employees whose job duties include being available for contact by the public.
 - 3. Photos of juveniles.
 - 4. Content regarding conversations that are meant to be private or internal to the Town of Ponce Inlet.
 - 5. Information that relates to ongoing litigation or that may be involved in future litigation.
 - 6. Comments in support of, or opposition to, political campaigns, candidates or ballot measures.
 - 7. Profane language or content.
 - 8. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws.

- K. These guidelines shall be displayed to users or made available by hyperlink on all Town Social Media Channels. Any content removed based on these guidelines must be retained, including the time, date and identify of the poster, when available.

- L. The Town reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by the Town Manager and the Content Manager. This includes, but not limited to, information, articles, pictures, videos, or any other form of communication that is posted on a Social Media Channel.

1.7 Process for Establishment of a Social Media Channel

- A. The number of Social Media Accounts and Social Media Channels will be limited. Use of Social Media Channels will be approved only where they are needed to achieve one or more of the following goals and these goals cannot be met by the Town's Website or other Social Media Channels currently in use:
1. Increase public awareness of Town programs, regulations, and services.
 2. Communicate objective information about Town programs, regulations, and services among government officials, civic leaders, and the general public.
 3. Maintain objective, professional, and responsive communications about Town programs, regulations, and services with members of the public and the news media.
 4. Provide public notices, such as water main breaks.
 5. Provide for an active exchange of information between the Town and the public.
- B. Any department head may file a written request with the Town Manager to create a Social Media Channel. The request must include the following information:
1. A statement of purpose identifying intended use, consistent with the provisions of this Policy.
 2. The name of the department employee designated as the primary Authorized User and the name of additional department employees to act as Authorized Users when the primary user is unavailable, all users will report to the Content Manager.
 3. Where the requested Social Media Account would require the establishment of a new Social Media Account, a copy of legal agreements and written terms and conditions required by the social media provider.
- C. If the request is approved, the Content Manager will be responsible for initial set up, with the assistance where necessary of the IT Manager and primary Authorized User for the account. Except where expressly approved by the Town Manager, the Social Media Channel will be set up to disable external posts and comments.

APPENDIX

The following notices will be posted on each Social Media Channel:

Links: The appearance of any links on this site to other web sites does not constitute official endorsement on behalf of the Town. The Town does not review, sponsor, or endorse any other website(s) linked to this site. The views and opinions of authors expressed on those other websites do not necessarily state or reflect the opinion of the Town of Ponce Inlet and may not be quoted or reproduced for the purpose of stating or implying any endorsement or approval of any product, person, or service.

Copyright: This site is operated in compliance with Digital Millennium Safe Harbor Act, 42 U.S.C. Section 512. It is the Town's intent not to post images or documents that infringe on copyright. Complaints that posted material violates copyright may be made to the Content Manager designated on this site.

In addition, the following notice regarding Terms of Use will be posted on each Social Media Channel that provides for external posts:

TERMS OF USE

The purpose of this site is to encourage courteous and civil communication between the Town of Ponce Inlet and the public that is appropriate for all users.

By engaging with the Town through use of this site, you are agreeing to the Terms of Use set forth herein.

Public Records Law: Please be aware that under Chapter 119, Florida Statutes, every response and submission to this website is a public record and may be posted for as long as the website administrator allows for such item to remain posted. If any submission is removed by the Town, all of such removed submissions will be stored by the Town offline and will be a public record available for inspection to the extent allowed by Chapter 119, Florida Statutes. Requests for public records cannot be made via this site but shall be directed to the Town Clerk.